

考試科目	中/英之能力 5111	所別	傳院傳播碩士專控	考試時間	2月28日(日)第1節
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一、論“故事”，25%

二、請以最近閱讀過的任何一本書為例（教科書除外），撰寫心得並說明其與「傳播」領域可能有的關連。撰寫時，請先列出書名與作者，接著述說該書要旨，最後是其與傳播相關之處。文長五百至一千字。請勿揭露個人資料如主修科系、畢業學校、性別等，亦請避免錯別字（25%）。

三、請詳讀下列文章段落，並逐句翻譯為中文。（25%）

Whereas in former days local cultural policy-making mostly restricted itself to its redistributive role within a vertically organized public arts sector, today urban cultural policy-making has to operate on a much more comprehensive level, including horizontally articulated linkages of thinking and acting. A more inclusive, process-oriented and transverse perspective, consciously taking into account 'external' economic and spatial effects and conditions, has replaced or complemented a confined, vertical perspective. In line with this, other actors such as economic development agencies, urban planners and private investors have started to involve themselves with what until recently was primarily regarded as an autonomous artistic field. Basic to this more collaborative and developmental approach is the interaction between cultural activities, embedded in their 'own' urban cultural infrastructure, and a broader field of urban dynamics and linked-in value chains.

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1. In your opinion and vision, what are the main applications of the future communication studies? (10/25)
2. Among the books you read last year, which book made the most emotional impact on you? Why? (5/25)
3. What is the most important thing in your life so far? Why? (5/25)
4. Why are you interested in communication studies? (5/25)